THE MINISTER OF STATE IN THE PRIME MINISTER'S OFFICE (SHRI KAMAL MORARKA): (a) Yes, Sir

(b) and (c) Ram Navmi and Janmashtami are included in the list of 12 predetermined occasions for the purpose of selecting 3 holidays every year for the Central Government administrative Offices. The non-administrative Offices like industrial, commercial and trading establishment of Central Government have also the option to select these occasions as holidays.

Impact of Doordarshan advertisements on youth and poor

1505. SHRI MENTAY PADMANABHAM: Will the PRIME MINISTER be pleased to state:

(a) whether there are guidelines for Doordarshan to refuse advertisements encouraging excessive consumerism;

(b) whether it is a fact that our youth are being greatly influenced by such appeals to purchase luxurious items;

(c) whether Government are aware that the poorer sections without purchasing capacity find such advertisements a cause of social alienation; and

(d) what steps are being taken to ensure that Doordarshan avoid advertisements appealing only to the very rich sections?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS AND THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI SUBODH KANT SAHAY): (a) Acceptance of advertisements on Doordarshan is regulated by the provisions of the Doordarshan's Code for Commercial Advertising

(b) and (c) A pilot survey conducted in Delhi on the 'Sociological Effects of TV Advertising' by private agency commissioned by Doordarshan found that TV commercial by and large are interesting, entertaining and informative. The results of the study do not indicate that TV advertisements lead to economic frustration.

(d) Doordarshan accepts, for telecast, only such advertisements which conform to the laws of the country and are in accordance with Doordarshan with Doordarshan's Code for Commercial Advertising.

Approved T.V. serials awaiting funds from Doordarshan

1506. SHRI RAMSINH RATHWA: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that a large number of TV serials under the "commissioned" category, already approved, are awaiting funds|financial assistance from Doordarshan;

(b) if so, what are the names of such TV serials with the number of episodes allotted to each one of them;

(c) by when these T. V serials are likely to be allotted financial assistance| funds, and

(d) what are the names of TV. serials which have already been given funds|financial assistance during the last one year with the date(s) of their approval and sanction of financial assistance?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS AND THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI SUBODH KANT SAHAY): (a) No, Sir

(b) and (c) Do not arise.

(d) The information is given in the attached statement (*See* below) Payments are made in instalments to the producers by the respective Doordarshan Kendras on completion of various stages of production